

STATE OF MICHIGAN
DEPARTMENT OF LABOR & ECONOMIC GROWTH
OFFICE OF FINANCIAL AND INSURANCE SERVICES

Before the Commissioner of the Office of Financial and Insurance Services

In the matter of:

The Prime Financial Group, Inc.,

Enforcement Case No. 06-4601

License No.: FL-0286, SR-0281,

Respondent.

CONSENT ORDER REQUIRING COMPLIANCE
AND PAYMENT OF CIVIL FINES

Issued and Entered,
This 28th day of March, 2008,
By Peggy L. Bryson,
Acting Chief Deputy Commissioner

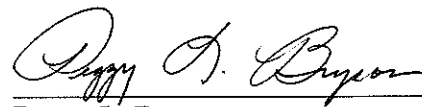
Based upon the Stipulation to Entry of Consent Order and the files and records of the Office of Financial and Insurance Services ("OFIS") in this matter, the Commissioner FINDS and CONCLUDES that:

1. The Commissioner has jurisdiction and authority to adopt and issue this Consent Order in this proceeding, pursuant to the Michigan Administrative Procedures Act of 1969 ("MAPA"), as amended, MCL 24.201 *et seq.*, the Mortgage Brokers, Lenders, and Servicers Licensing Act ("MBLSLA"), 1987 PA 173, as amended, MCL 445.1651 *et seq.*, and the Secondary Mortgage Loan Act ("SMLA"), 1981 PA 125, as amended, MCL 493.51 *et seq.*
2. All required notices have been issued in this case, and the notices and service thereof were appropriate and lawful in all respects.
3. Acceptance of the parties' Stipulation to Entry of Consent Order is reasonable and in the public interest.
4. All applicable provisions of MAPA have been met.

NOW THEREFORE, based upon the parties' Stipulation to Entry of Consent Order and the facts surrounding this case, IT IS ORDERED THAT:

1. The Stipulation to Entry of Consent Order submitted by the parties to the Chief Deputy Commissioner is hereby ACCEPTED.
2. Notwithstanding that Respondent disagrees with each of the allegations set forth paragraph 9 of the Stipulation, Respondent shall henceforth comply with, MCL 445.1672(a)-(b), MCL 493.75, MCL 445.1652(4), MCL 445.1671(1)-(2), MCL 493.67(1), and MCL 445.1673(1).
3. Respondent shall pay to the OFIS, a civil fine in the amount of \$3,000.00. The civil fine shall be paid on or before 30 days from the date of entry of this Order.
4. Respondent shall make the agreed donation to a not-for-profit consumer financial mortgage assistance, counseling, or education association or charity of Respondent's choice and submit evidence of such donation to the commissioner within 60 days of the entry of this Order.
5. The Commissioner specifically retains jurisdiction over the matters contained herein and has the authority to issue such further order(s) as he shall deem just, necessary and appropriate in accordance with the provisions of the MBLSLA and SMLA. Failure to abide by the terms and conditions of the Stipulation to Entry of Consent Order and this Order, may result in the commencement of additional proceedings.

IT IS SO ORDERED.



Peggy L. Bryson
Acting Chief Deputy Commissioner